

WKMG

ORDER

Print Date 09/12/12 Page 1 of 3

Flight Dates 09/18/12-09/24/12

Order Sep 00:15:00

Contract / Revision 258916

Original Date / Revision
09/12/12 09/12/12

Advertiser Pol/Bill Nelson/Sen/FI/D

Agency **Abar-Hutton Media, LLC**

Buying Contact **Shelli Hutton**

**6190 Grovedale Ct.
Suite 200
Alexandria, VA 22310-2552**

Product
NELSON FOR SENATE

Agency Com 15%

Billing Contact

**6190 Grovedale Ct.
Suite 200
Alexandria, VA 22310-2552**

Sales Office PHI
Sales Region NAT
Agency Ref

Estimate # 587
Alt Order # 06313642

<u>Billing Type</u>	Cash
<u>Order Type</u>	GENERAL

Billing Cycle EOM/EOC
Billing Calendar BROADCAST

<u>Demographic</u>	A35+		
Rev Codes	AGY	POL	CAND

Product Codes PL-Senate-Democrat
Priority P-2
Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value28925

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	31	\$24,586.25	\$28,925.00	0.00	08/27/12	09/24/12	31	\$24,586.25	\$28,925.00
Totals	31	\$24,586.25	\$28,925.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WKMG	09/24/12	09/24/12	Morn News at 6a Morn News at 6a	CM	6-7a	1-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	1-----		1		\$500.00		0.00					
E 2	WKMG	09/19/12	09/21/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	--W-F--	:30	2	\$225.00	P-2	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	--W-F--		2		\$225.00		0.00					
E 3	WKMG	09/24/12	09/24/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	1-----	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	1-----		1		\$225.00		0.00					
E 4	WKMG	09/18/12	09/20/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	-TWT---	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					



WKMG

Print Date: 09/12/12

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Flight Dates 09/18/12-09/24/12

Hiatus Dates

Original Date / Revision 09/12/12/ 09/12/12

Order Sep 00:15:00

Advertiser Pol/Bill Nelson/Sen/FI/D

Product NELSON FOR SENATE

Estimate # 587

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WKMG	09/18/12	09/20/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	-TWT---	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-TWT---					3	\$300.00		0.00			
E 5	WKMG	09/24/12	09/24/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	1-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	1-----					1	\$300.00		0.00			
E 6	WKMG	09/19/12	09/19/12	11-12p Price Is Right Price Is Right	CM	11a-12p	--1----	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--1----					1	\$550.00		0.00			
E 7	WKMG	09/24/12	09/24/12	11-12p Price Is Right Price Is Right	CM	11a-12p	1-----	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	1-----					1	\$550.00		0.00			
E 8	WKMG	09/19/12	09/21/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	--W-F--	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W-F--					2	\$400.00		0.00			
E 9	WKMG	09/24/12	09/24/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	1-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	1-----					1	\$500.00		0.00			
E 10	WKMG	09/18/12	09/20/12	2-3p The Talk The Talk	CM	2-3p	-T-T---	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-T---					2	\$300.00		0.00			
E 11	WKMG	09/24/12	09/24/12	2-3p The Talk The Talk	CM	2-3p	1-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	1-----					1	\$300.00		0.00			
E 12	WKMG	09/19/12	09/20/12	News at 6p News at 6p	CM	6-630p	--WT---	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WT---					2	\$600.00		0.00			
E 13	WKMG	09/24/12	09/24/12	News at 6p News at 6p	CM	6-630p	1-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	1-----					1	\$600.00		0.00			
E 14	WKMG	09/19/12	09/20/12	News at 7p News at 7p	CM	7-7:30p	--WT---	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WT---					2	\$800.00		0.00			
E 15	WKMG	09/24/12	09/24/12	News at 7p News at 7p	CM	7-7:30p	1-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	1-----					1	\$800.00		0.00			
E 16	WKMG	09/18/12	09/18/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	-1-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
E 16	WKMG	09/18/12	09/18/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	-1-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	-1-----		1			\$800.00		0.00				
E 17	WKMG	09/24/12	09/24/12	Mon Prime 10p Hawaii Five-O	CM	10-11p	1-----	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	1-----		1			\$8,000.00		0.00				
E 18	WKMG	09/18/12	09/20/12	M-F David Letterman David Letterman	CM	1136p-1238a	-T-T---	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	-T-T---		2			\$500.00		0.00				
E 19	WKMG	09/24/12	09/24/12	M-F David Letterman David Letterman	CM	1136p-1238a	1-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	1-----		1			\$500.00		0.00				
E 20	WKMG	09/19/12	09/21/12	M-F 1235-105a Extra	CM	1237-109a	--W-F--	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	--W-F--		2			\$250.00		0.00				
E 21	WKMG	09/22/12	09/22/12	7-9a CBS This Morn Sa 7-9a Sat Early Show	CM	7-9a	-----1-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	-----1-		1			\$250.00		0.00				
E 22	WKMG	09/24/12	09/24/12	Mon Prime 10p Hawaii Five-O	CM	10-11p	M-----	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	M-----		1			\$8,000.00		0.00				
Totals														31	\$28,925.00